

UNIVERSITY *of* WASHINGTON

SCHOOL OF NURSING

THE NIGHTINGALE CHALLENGE
LEADERSHIP SERIES:
PROMOTING NURSES & MIDWIVES ACROSS
WASHINGTON STATE

PARTNERSHIP OPPORTUNITIES

BE BOUNDLESS



THE NIGHTINGALE CHALLENGE LEADERSHIP SERIES: PROMOTING NURSES & MIDWIVES ACROSS WASHINGTON STATE

The World Health Organization announced that 2020 is the International Year of the Nurse and Midwife in recognition of the 200th anniversary of the birth of Florence Nightingale. The aim is to promote the nursing and midwifery professions and to elevate the public's view of nurses and midwives and their contributions to the health of our communities. The Nightingale Challenge invites health employers around the world to provide leadership and development training for emerging nurse and midwife leaders during the Year of the Nurse and the Midwife.

Lead by the University of Washington's School of Nursing, and in partnership with the Washington Health Care Authority and the Washington Center for Nursing, our goals for supporting this year-long work are to:

- Empower healthcare organizations to create leadership opportunities for their nursing workforce for the betterment of their company and our community's health;
- Instill in nurses and midwives pride in their profession by sharing the incredible stories and accomplishments of outstanding nurse leaders;
- Enhance the public's understanding of the breadth and depth of what nurses and midwives do and the impact they have on the creation and preservation of healthy communities;
- Generate support for the nursing profession and increase awareness of the many opportunities for future nurses or midwives.

In Washington State, where there are more than 100,000 nurses and midwives working on the healthcare frontlines, we are excited to launch the Nightingale Challenge Leadership Series to promote nursing leadership. With this prospectus, we invite you learn about partnership opportunities to bring visibility to the nursing profession, as well as sponsor state-wide events geared at educating and advancing nurses and midwives as leaders of change.

Thank you for joining us in empowering nurses and midwives for the benefit of our shared community.

If you are interested in learning more about these opportunities, please contact Jenny Vincent, Associate Director for Advancement, UW School of Nursing, at jennywh@uw.edu or 206-616-0889.

IMPACT SPONSORSHIPS

Impact sponsorships represent a premium opportunity to support nursing leadership throughout the International Year of the Nurse and the Midwife. Support nursing leadership and bring visibility to your organization through promotional opportunities, as well as premium placement in all of this year's Nightingale Challenge events.



DIAMOND SPONSOR \$70,000 (EXCLUSIVE YEARLONG OPPORTUNITY)

- Large company logo in monthly Nursing Impact Newsletter distributed by UW to an audience of 6,500 nursing community members and policymakers, including alumni, donors, students, and healthcare leaders
- Large company logo and link on UW School of Nursing dedicated webpage
- Mention in event social media posts (Facebook, LinkedIn, etc.) with cross-promotional reach of partner organizations
- Exclusive recognition as the **Nursing Leadership Webinar Series Gold Sponsor** (\$35,000 value)
 - See detailed list of benefits on Page 5
- Exclusive recognition as the **Nursing Leadership Summit Gold Sponsor** (\$25,000 value)
 - See detailed list of benefits on Page 4

PLATINUM SPONSOR \$45,000 (EXCLUSIVE YEARLONG OPPORTUNITY)

- Medium company logo in monthly Nursing Impact Newsletter distributed by UW, to an audience of 6,500 nursing community members and policymakers, including alumni, donors, students, and healthcare leaders
- Medium company logo and link on UW School of Nursing dedicated webpage
- Mention in event social media posts (Facebook, LinkedIn, etc.) with cross-promotional reach of partner organizations
- Recognition as a **Nursing Leadership Webinar Series Purple Sponsor** for each of 8 webinars (\$5,000 value)
 - See detailed list of benefits on Page 4
- Recognition as a **Nursing Leadership Summit Purple Sponsor** (\$20,000 value)
 - See detailed list of benefits on Page 4

NOTE: Impact sponsorships are exclusive partnership opportunities and replace other event-specific sponsorships.

WASHINGTON NURSING LEADERSHIP SUMMIT

FRIDAY, NOVEMBER 6, 2020

The WASHINGTON NURSING LEADERSHIP SUMMIT will offer a one-day virtual gathering for nursing professionals to explore real-life situations leaders' face in the field through workshops, panels, lectures, and networking activities. The Leadership Summit will provide accessible, engaging content to challenge nurses to fully realize their leadership potential and spark the next wave of innovators in the nursing profession. This summit will center leaders who promote anti-racism as well as diversity, equity, and inclusion in the nursing profession. This opportunity will offer Continuing Nursing Education credits.

We aim for this summit to serve as a spark for the development of a sustained executive nursing leadership program that will arm nurses with the tools they need to be change agents in healthcare in the years to come.

Current sponsors include: Amerigroup, UnitedHealth Group, Community Health Plan of Washington.
Tentative session topics are as follows:

Topic	Content
Racism as a Public Health Crisis	Discussing the impacts of racism on health and wellness and exploring the roles of nurse leaders in addressing this public health crisis.
Diversity, Equity, and Inclusion in Nursing	A panel of Nurse Leaders from different backgrounds who actively work to promote and expand diversity, equity, and inclusion in nursing.
Cross-Sectoral Partnerships & the 'Women of Washington' Panel	How the Women of Washington's friendship changed the state of healthcare in Washington; stories of collaboration and conversation from this group of nurse leaders. This panel will highlight how nurses can drive cooperation between the public, nonprofit, and for-profit private sectors; managing these complexities through networks, contracting, communication, and shared systems and goals.
Nurse Advocacy: For Policy and for Patients	Discuss the importance of nurse advocacy, both to influence policy and to impact patients. Explore how to find and amplify your voice as a Nurse Leader. Learn how to shape policy, build coalitions, and influence decisions for the future of nursing from current nurse leaders running in office, working in clinics, and teaching in institutions.
Gender Equity	Distinguish the ways in which nursing has promoting gender equity and recognize the opportunities for growth in the nursing profession. Hear from Nurse Leaders who identify with a variety of different gender identities and who work to promote gender equity through nursing.
The Disproportionate Effect of COVID-19 on Communities of Color	Learn from Nurse Leaders from different communities of color about the effects of COVID-19 and the responses from Nurse Leaders.
Bringing Global Perspectives to Local Nursing Challenges	Appraise how to apply global health work to local health needs. Presentations from Nurse Leaders who work locally and globally, emphasizing creativity with problem solving in a leadership role.
Pathways to Nurse Leadership	Throughout the day, view vignettes from different nurse leaders to identify a variety of different pathways one could take to becoming a Nurse Leader.
Nurses of Influence Banquet Awards Celebration	Join us for a light-hearted post-summit celebration as we honor some of our most innovative, impactful nursing leaders with the UW Nurses of Influence Awards.

LEADERSHIP SUMMIT SPONSORSHIPS

NURSING LEADERSHIP SUMMIT TITLE SPONSORSHIP \$25,000 (EXCLUSIVE)

As the Title Sponsor, you reserve the right to be our presenting sponsor for the Nightingale Challenge Nursing Leadership Summit. For example:

*The Nightingale Challenge Washington Nursing Leadership Summit **presented by** (your company).*

You may introduce the summit event with a 2-3-minute address (or record a video of that same length).

Plus, all the benefits of the Gold level sponsorship:

- 10 tickets for your nurse leaders to attend the summit
- 2-page spread ad in the virtual event program
- 30-second maximum commercial during virtual event broadcast (provided by sponsor)
- Acknowledgement during program and large company logo in event slideshow
- Large company logo and link on event webpage
- Mentions in event social media posts, leading up to and during the event

NURSING LEADERSHIP SUMMIT GOLD SPONSORSHIP \$15,000

- 10 tickets for your nurse leaders to attend the summit
- 2-page spread ad in the virtual event program
- 30-second maximum commercial during virtual event broadcast (provided by sponsor)
- Acknowledgement during program and large company logo in event slideshow
- Large company logo and link on event webpage
- Mentions in event social media posts, leading up to and during the event

NURSING LEADERSHIP SUMMIT PURPLE SPONSORSHIP \$10,000

- 7 tickets for your nurse leaders to attend the summit
- Full-page ad in the virtual event program
- 15-second maximum commercial during virtual event broadcast (provided by sponsor)
- Acknowledgement during program and medium company logo in event slideshow
- Medium company logo and link on event webpage
- Mention in event social media posts during the event

NURSING LEADERSHIP SUMMIT HUSKY SPONSORSHIP \$7,500

- 4 tickets for your nurse leaders to attend the summit
- Half-page ad in the virtual event program
- Acknowledgement during program and event slideshow
- Small company logo and link on event webpage

WASHINGTON NURSING LEADERSHIP WEBINAR SERIES

The WASHINGTON NURSING LEADERSHIP WEBINAR SERIES features nursing leaders sharing transformative ideas to elevate the nursing profession for the improvement of patient care and population health. Each 45-minute webinar will be offered free of cost to clinical partners, state and federal agencies, and organizations serving or staffing nurses or midwives across the state. Webinars will be marketed to thousands of nurses across the state seeking opportunities to hone their leadership skills and develop themselves professionally.

Tentative topics are as follows:

Topic	Speaker	Tentative Time	Sponsor(s)
<p>STANDING UP FOR DIVERSITY AND EQUITY IN NURSING <i>To best serve patients, nursing must be both diverse and equitable; explore strategies for advancing diversity and equity at all levels of the profession.</i></p>	<p>Sofia Aragon, JD, BSN, RN Executive Director, Washington Center for Nursing Burien City Councilmember</p>	June 19, 2020	Community Health Plan of Washington
<p>A NEW VIEW ON PUBLIC HEALTH LEADERS <i>How COVID-19 should cause a paradigm shift in terms of how legislators and the public view the role of public health departments and nurses as leaders. Why the pandemic shows the critical role of nurses in addressing the longstanding impacts of racism on our patients and communities.</i></p>	<p>Patty Hayes, RN, MN Director, Public Health Seattle-King County</p>	June 30, 2020	
<p>LEAD FROM THE START <i>Effective nursing leadership requires a fundamental understanding of industry, market, and professional trends impacting healthcare delivery. We will examine post-COVID challenges faced by healthcare organizations and systems; along with targeted nursing leadership imperatives.</i></p>	<p>Carol Boston-Fleishhauer, JD, MS, BSN Managing Director & Chief Nursing Officer, Advisory Board Company</p>	July 14, 2020	
<p>FINDING YOUR VOICE DURING THE TIMES OF COVID <i>Be an advocate and leader when responding to inquiries in times of crisis; find empowerment in speaking up.</i></p>	<p>Sue Birch, MBA, BSN, RN Director, Washington State Health Care Authority</p>	July 28, 2020	
<p>FROM NURSE TO CHIEF NURSE <i>Being charged with leadership responsibility brings new challenges, new demands, and new opportunities. Learn the key elements in transitioning from nurse to nursing executive.</i></p>	<p>Jennifer Graves, RN, MS Chair, Vice President, Safety and Regional Chief Nurse Executive, Kaiser Permanente WA; Jerome Mendoza Dayao, MSN, RN, NEA-BC, CPHQ, CCRN-K Senior Associate Administrator & Chief Nursing Officer, Harborview Medical Center</p>	August 12, 2020	Regence BlueShield

NURSES INNOVATE <i>How nurses use telehealth to provide care for patients and themselves; revolutionizing caring for a global workforce virtually.</i>	Kristi Henderson, DNP Senior Vice President of Innovation & Telehealth, OptumHealth	August 25, 2020	Coordinated Care of Washington
LEADERSHIP IN GLOBAL HEALTH <i>Khanyola is one of the most visible nurse-leaders on the African continent. She shares how "Giving voice" is one of the most important and dynamic leadership tools. Hear why and how leaders across the globe need to use their voice for and with others in order to achieve goals on every scale.</i>	Judy Khanyola, MSc	September 15, 2020	Molina Healthcare of Washington
BRACING FOR CHANGE <i>How nurse CEOs prepare and care for an entire workforce to implement change during a pandemic.</i>	Paul Hayes CEO, Harborview Medical Center; Cindy Hecker CEO, UW Medical Center	October 2020	Coordinated Care of Washington

WEBINAR SPONSORSHIPS

WEBINAR SERIES TITLE SPONSORSHIP \$35,000 FOR 8 WEBINARS (EXCLUSIVE)

As the Title Sponsor, you reserve the right to be our primary sponsor for the Nightingale Challenge Washington Nursing Leadership Webinar Series. *The Nightingale Challenge Washington Nursing Leadership Webinar Series presented by (your company).*

You may introduce each of the 8 webinars with a brief 1-minute address (or record a video of that length).

Plus, you receive all of the benefits of the Gold level sponsorship for each of the 8 webinars in the Webinar Series, including:

- 30-second maximum commercial during virtual event broadcast
- Co-branded email to mail to all Leadership Summit attendees (maximum value of \$15/attendee)
- Acknowledgement during program and large company logo in event slideshow
- Large company logo and link on event webpage

WEBINAR SERIES GOLD SPONSORSHIP \$5,000 PER WEBINAR

- 30-second maximum commercial during virtual event broadcast (provided by sponsor)
- Acknowledgement during program and large company logo in event slideshow
- Large company logo and link on event webpage

WEBINAR SERIES PURPLE SPONSORSHIP \$2,500 PER WEBINAR

- 15-second maximum commercial during virtual event broadcast (provided by sponsor)
- Acknowledgement during program and medium company logo in event slideshow
- Medium company logo and link on event webpage